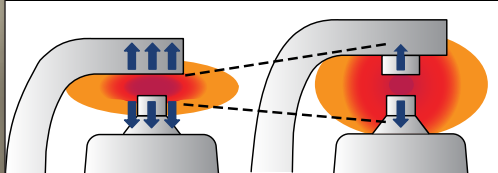


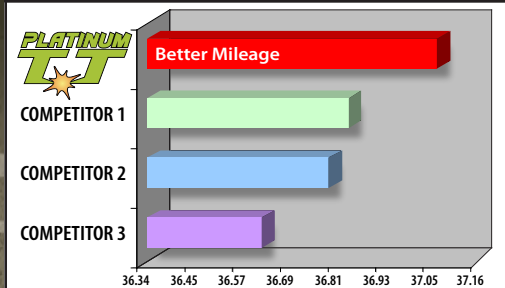
Platinum TT Spark Plug Performance Defined

COMPETITOR'S
SINGLE PLATINUM



- Reduced quenching results in larger flame
- Faster flame propagation for more complete combustion

BETTER FUEL ECONOMY



- Better spark compared to other single platinum plugs maximizes fuel efficiency.



PLATINUM
TT



DENSO

DENSO
PLATINUM TT SPARK PLUG
DELIVERS

PLATINUM
TT



DENSO

DENSO

**PLATINUM
TT**



DENSO Revolutionizes the Spark Plug

If you think all spark plugs are the same... guess again. DENSO has redefined spark plug technology and it is revolutionary. The DENSO Platinum TT has twin tips made of nearly indestructible platinum and titanium. The additional tip on the ground electrode gives the spark room to grow unobstructed for more power and fuel efficiency.

Why Two Tips are Better than One

- The second tip coming off the electrode keeps the gap the same.
- There's less interference at the spark origin (quenching).
- The flame grows faster and burns fuel more completely resulting in improved fuel economy.

Now there's a "Green" Spark Plug

The result of DENSO's Platinum TT technology is more powerful and fuel efficient combustion. Translated into what it means for the driver, the benefits are perfect for today's world – fewer emissions saves the earth and fewer visits to the pump saves your cash.



DENSO has a full line of spark plugs that meet the needs of all drivers. Each has its own unique qualities that make it right for specific applications.



Economic Performance – U-Groove

The unique U-shape of the ground electrode forces a bigger, hotter spark and results in more efficient use of the fuel mixture. DENSO's U-groove spark plug is unsurpassed for low-cost performance.



Environmental Performance – Platinum TT

The DENSO Platinum TT spark plug is so efficient that it reduces the amount of harmful emissions entering the atmosphere. This improved performance also leads to savings at the gas pump. So, if you could ever call a spark plug "green" – this is it.



Enhanced Performance – Double Platinum

Because of the high melting point of platinum, DENSO Double Platinum spark plugs have dramatically reduced corrosion – meaning, they last up to 60,000 miles.



Long Life Performance – Iridium Long Life

Iridium is an even harder metal, with a higher melting point than platinum. DENSO proved to be the technology leader by using Iridium, for the first time in spark plugs. Iridium increases oxidation resistance which makes the spark plug last much longer.



High Performance – Iridium Power®

The DENSO Iridium Power spark plug has the world's smallest center electrode, 0.4mm; with a melting point that is 1,200° F higher than platinum and takes 5,000 less volts to fire than conventional spark plugs. It delivers the ultimate in performance.



Ultimate Performance – Iridium Racing®

DENSO Iridium Racing spark plugs are precision tuned for demands of high rev, high horsepower, high torque and all high output engine applications under extreme endurance and competitive conditions.

Platinum TT